



WEWS

ORDER

Print Date 10/24/12

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Flight Dates **10/25/12-10/30/12**

Contract / Revision **315738 /**

Original Date / Revision
10/24/12 10/24/12

Advertiser **Protect Your Vote Ohio**

New till 09/09/13

Agency **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

OH-Protect Your Vote 2012. Issue :

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3062**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	18	\$53,890.00	\$63,400.00	0.00	10/01/12	10/28/12	18	\$53,890.00	\$63,400.00
November 2012	12	\$27,710.00	\$32,600.00	0.00	10/29/12	10/30/12	12	\$27,710.00	\$32,600.00
Totals	30	\$81,600.00	\$96,000.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WEWS	10/25/12	10/30/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	11-11--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	11-11--	4		\$1,500.00		0.00						
2	WEWS	10/25/12	10/30/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11-11--	:30	4	\$1,800.00	P-1	0.00	NM	4	\$7,200.00



WEWS

Print Date: 10/24/12

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Contract / Revision **315738** Flight Dates **10/25/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:20:00

Advertiser **Protect Your Vote Ohio** Product **OH-Protect Your Vote 2012.** Estimate # **3062**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WEWS	10/25/12	10/30/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11-11--	:30	4	\$1,800.00	P-1	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	11-11--	4		\$1,800.00		0.00						
3	WEWS	10/25/12	10/30/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	11-11--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	11-11--	4		\$2,500.00		0.00						
4	WEWS	10/25/12	10/30/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	11-11--	:30	4	\$3,500.00	P-1	0.00	NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	11-11--	4		\$3,500.00		0.00						
E 5	WEWS	10/28/12	10/28/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	-----S	1		\$2,800.00		0.00						
E 6	WEWS	10/25/12	10/30/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	11-1111	:30	6	\$4,500.00	P-1	0.00	NM	6	\$27,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	11-1111	6		\$4,500.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
3		WEWS	10/25/12-10/31/12	M-SU 11-1135P Late News	11-1135p		MT-ThFSaSu	:30	(\$4,500.00)	0.00	NM				
		See MG 6.7													
		[In on SAT 10/27 airs 1150p-1205x]													
7		WEWS	10/25/12-10/31/12	M-SU 11-1135P Late News	11-1135p		MT-ThF--Su	:30	\$4,500.00	0.00	NM				
		Ⓜ MG for 6.3 10/27													
7	WEWS	10/25/12	10/30/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	11-11--	:30	4	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	11-11--	4		\$2,500.00		0.00						
8	WEWS	10/27/12	10/27/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	-----S-	1		\$1,500.00		0.00						
9	WEWS	10/28/12	10/28/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	-----S	1		\$1,500.00		0.00						
10	WEWS	10/26/12	10/26/12	Friday Prime C 20/20	CM	10-11p	----F--	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/25/12	10/31/12	----F--	1		\$16,000.00		0.00						
Totals														30	\$96,000.00